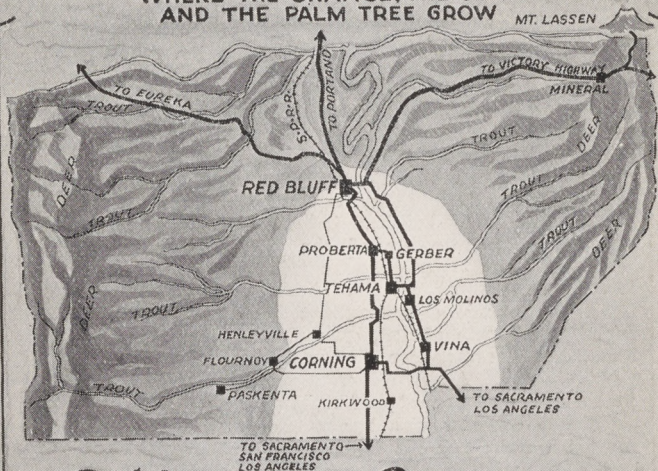


# TEHAMA COUNTY CALIFORNIA



WHERE THE ORANGE, THE OLIVE  
AND THE PALM TREE GROW

MT. LASSEN



## *Tehama County*

Northern Gateway to Sacramento Valley.

The County of Diversity.

Mountain, Foothill and Valley

Climate and Earth that fit all Fruits.

**Look - Listen  
STOP**



**DOLLARS****DOLLARS****DOLLARS**

HE magnet of the age—the lure irresistible. When, some 70 years ago, the discovery of gold in California was, by word and letter, broadcast, thousands upon thousands of dollar-seekers left home and loved ones, and risked life and all, to gain the alluring dollar. Now, when the perils and privations, and the successes and the failures of these sturdy pioneer dollar-seekers have become history, there still come to California, each and every year, in quiet quest of the elusive dollar more people than came during the mad and romantic rush of '49 and '50.

While science has shown a way by which more dollars are annually dug from California's bosom than during "The days of old, the days of gold, the days of '49," this source of dollars is but a bagatelle as compared with the wealth of dollars annually derived from her varied industrial pursuits. More dollars grow on trees these days than are dug from the caches of the earth. As profitable as California mining interests are, more dollars are annually created by husbandmen of live stock and poultry interests. Stupendous is the revenue arising from lumbering and manufacturing. And so it is that dollar opportunities are more developed, stabilized and inviting today than at any time in the past.

He or she who may read this set-up of the dollar situation is now invited to focus their mind's eye upon a subdivision of California—a political unit—80 miles from east to west, and 40 miles from north to south, in size; with an area of 3200 sections, or 2,000,000 acres, containing a population of 16,000 with an assessed valuation of \$18,000,000 and legally designated as TEHAMA COUNTY.

The sketch on the face of this folder is intended to quickly and correctly convey to the home-hunter a mental facsimile of the physical formation of this COUNTY OF DIVERSITY.

The relative elevation of foothill and mountain areas is indicated by the variation in the shading on this sketch, the surface of this county ranging from 200 to 6000 feet above that of the Pacific Ocean, 50 miles westward. The unshaded portions of this miniature map represent the northern end of the Sacramento Valley—warm, fertile and productive; sheltered by bordering mountain barriers, and watered by the river Sacramento, together with its several perennial feeders which find their source in the beds and banks of "white coal" annually renewed by Nature's eternal program.

The floor, or valley portion of this county, approximates 250,000 acres of arable area, in which portion is practiced intensified soil tillage in its various forms. Here, as shown by the map, are situated the several towns and villages of this county, together with Red Bluff, the legal-seat of the county.

Words upon this map indicate the county zones which are habitats of various kind of game and fish. Here and there are regions of Elyseum for the devotee of rod and reel, and "Happy hunting grounds" for man with gun, and venison appetite.

The lines of the Southern Pacific Railway, as well as those of the Pacific Highway, are marked upon the map. Meanderings of the Sacramento—California's most noble river—are likewise shown as it wends its way southward through the center of this uppermost end of the Sacramento Valley. To those not strenuously constituted, whether because of age, hookworm or embonpoint; who care not to elevate themselves from 2000 to 5000 feet to catch the

speckled and rainbow trout, we extend the liberty of the Sacramento River—a down-hill walk—a river from 200 to 400 feet wide, and, figuratively, full of fish; salmon, sturgeon, catfish, carp, bass, pickerel, shad and suckers. And here one can fish, and fish from river bank, boat or bridge, with hook, spoon, spear or seine. What more in the piscatorial world can white man's heart desire?

And now that we have had a bully time afishing let's get away from the river before we fall in and frighten our fish. Let's go back and get familiar with the dollars which we have been so seriously discussing—just back from the banks of the river, on the deep, fat, sediment soil, where prune orchards are yielding crops which sell for from \$350 to \$500 to the acre—all the way from 10,000 to 40,000 pounds of fresh prunes to the acre. Sounds big, but it's so. On this same sort of soil grow Elberta, Muir and canning peach orchards which produce from 10,000 to 45,000 pounds per acre, per annum. A terrible tale, you may think, yet it's as true as it is terrible. Official weigher's weights are available. And it's on this valley land, this alluvial soil, that from 10,000 to 20,000 pounds of hay—alfalfa hay—to the acre are grown. One sowing of alfalfa seed lasts from 5 to 10 years. This profitable crop is marketed through the Holstein, and Jersey, the separator and the cream can, and the dollars come home fortnightly. On this class of land it is, that cherries yield prodigious crops of flavorful delight and stomach storms, and add to the farmer's exchequer around \$1000 per acre. No wonder then that the immortal George was called-down and ripped-up for hacking the cherry tree.

As we get away from the river, and from the narrow strips of bottom land bordering the larger creeks that course through the valley land en route to the river, the soil changes in nature, quality and adaptation. Here is the zone of bench land—level plain land—where soil, water and conditions of temperature are most congenial to the olive, almond, fig, grape, orange, lemon and grape-fruit. Here it is that the soil produces a better quality of these last listed fruits than does the rich land of the river bottom.

Frankly, frost is a factor to be dealt with on every one of God's acres in this Union of States of ours, no matter what may be said to the contrary. Of course there are sheltered spots in California and Florida, said to be frost free, but occasionally the "unusual" happens, and delicate vegetation is nipped.

But in this protected portion of the Sacramento Valley, while we have slight frosts, we enjoy practical immunity from frost damage. Oranges, lemons, and grape-fruit grow and fruit to perfection without smudge-pot or other protection.

But let's not get too far away from the dollars—almonds and apricots pay the producer all the way from \$250 to \$500 per acre, while the olive tops all other trees in point of profit. A statement of fact relating to the dollars that are annually picked from matured olive trees in this county immediately imperils one's reputation for veracity, or sanity. But for the fact that there are available weighing receipts, cancelled checks and ledger accounts proving that prices realized from olive groves reach as much as \$1500 per acre, we should hesitate to say so. It is not uncommon for olive trees in Tehama County to produce a net profit of \$20 each. The olive blooms after the spring frost and ripens before the autumn



frost. This ancient fruit seems providentially protected.

Just back of the fruit growing areas comes the grain growing land—wheat, barley, oats and grain hay. As a practicable accompaniment to the grain growing industry, which is extensive, is the hog and turkey industry, profitably practiced for the purpose of consuming the valuable by-product of wheat and barley which is dropped into the stubble in the process of harvesting. Then, back of and above the grain growing zone, comes the brush and tree covered area which is given over to sheep, cattle and goat ranges. During the summer season, sheep, goats and cattle, by the thousands, are driven up into the mountains where they feed in forest ranges and on private holdings. And thus it is that the total area of the county is profitably utilized.

The wool and mohair exports from Tehama County reach hundreds of thousands of dollars annually.

The turkey places in the pockets of the growers, most of whom are women, more than \$500,000.00 a year.

Cash receipts from the cream can reach the interesting sum of \$1000 a day, the year around.

Poultry and eggs produce a large daily cash income, there being many well-managed and modern poultry plants operating throughout the county.

Next to the lure of the dollar as a California attraction is the urge of human desire for sentient comfort, which is so richly realized through a kind climate, charming scenery, fruits, flowers and year-round recreational opportunities.

Tehama County serves climate a-la-carte—hot, warm or cold. This radical range in temperature is the result of the wide variation in altitude and exposures. Two hours drive suffices to transport one from valley sunshine and orange groves to mountain snow-banks and tall timber—from the hot days and cool nights of the valley to the cool days and cold nights of the nearby mountain resorts. State and county roads serve to link these contrasting zones.

Health, life's first desideratum, can be, if anywhere on earth, enjoyed in Tehama County. For some, health is found in valley environs, while for others these subtle body-building influences exist at higher reaches. The rare air of the pine-clad mountains, which so picturesquely frame this end of the valley, has restored blush to the cheek, and hope to the heart of many a despondent soul. Here crystal springs of virgin purity, others miraculously mineralized, have restored to the unfortunate their birth-right—health. All in all, Tehama County is entitled to be styled the county of maximum comfort.

Tehama County, with her rivers and streams teeming with fish; her air filled with geese, duck, quail and dove, with her mountain areas abounding with deer, and other game, surely proves a fascinating field for the great life of out-door. Her State-made roads, leading into and over the encircling mountains, open up wonderlands of verdant meadow, tumbling streams, tall timber, and climate incomparable. Such are the conditions and the environment which make for human comfort in Tehama County.

An inherent and universal desire is to own—all for one's own—a piece of land—a piece of God's footstool. Such a desire is commendable, and should be gratified. To own and develop land makes for better citizenship. To all there comes a time when a home is desired, and now is not too soon to take the initiative step toward possessing a property on which the landlord, or rent collector, cannot intrude. In no other section of California can land be owned

at so small cost as in Tehama County. Travel and inquiry will verify this important fact. Nor is there anywhere in California an area in which there is quite so great a range of variety to select from as there is in Tehama County.

Adjacency of valley, foothills and mountains, present physical and soil conditions from which one can select anything that can elsewhere be found in this Empire of the West.

Tehama was one of the pioneer counties in the presentation of the California Colony idea, the result of which is that not less than 100,000 acres have been officially sub-divided into 5, 10, 20 and 40 acre tracts, with avenues, water and other modern improvements installed. Thousands of settlers have taken advantage of these opportunities to acquire practically ready-made homes.

Land in colony settlements ranges in price from \$125 to \$250 per acre without irrigation, and from \$250 to \$500 per acre with irrigation. Farm land, without irrigation, \$50 to \$150 per acre, and range or pasture land from \$25 to \$50 per acre.

Terms are sufficiently varied to meet the financial needs of all prospective purchasers.

Interest on deferred payments, running for 5 or more years, is 6 or 7 per cent.

Water is available for the irrigation of all sub-divided tracts—some land being supplied by canals and ditches, while other lands are irrigated from electrically driven pumping plants. In this county both systems are dependable, economical and profitable.

Always there are practical and successful settlers in these various colonies who advise and assist the newcomer so that he may plant and properly tend those crops which best suit the country and for which there is the best market. Confer with successful settlers and you can succeed. Advise with the farm failure and your efforts will result in failure.

The home-hunter need not go elsewhere to find conditions which best insure comfort, health and prosperity, for the geographical location, and the physical formation of Tehama County, present any variety of soil desired, an abundance of water, and climate to fit all fruits and soil products. This is a county where crops never fail from lack of moisture. Average rainfall is 23 inches. Her sheep, cattle, hog, turkey, poultry, dairy, grain, hay, fruit, nut, corn and vegetable crops form a source of constant income. Nowhere else in all California can a man buy so much land value for his money as he can in Tehama County.

When you reach Tehama County, don't whiz through and think you have investigated the country. Leave the highway, and take the many side trips which lead to points of interest. Don't fail to detour at Red Bluff, and see the Lassen Volcanic National Park—nothing else like it in the United States, and but 50 miles distant.

In Tehama County there is room and welcome, and opportunity for 100,000 more good people, and you are invited to join us in the further development and enjoyment of its unlimited potentialities. So, **Look, Listen and Stop.** There is something here that will suit you.

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Write the Corning Chamber of Commerce, Corning,  
California.



## Typical Tehama Co



No. 1. *Washington Naval Orange*

No. 2. *Queen Olive*

No. 3. *Soft Shell Almond*

No. 4. *Smyrna Fig*



## County Orchards



*No. 5. Elberta Peach*

*No. 6. Royal Apricot*

*No. 7. French Prune*

*No. 8. Bartlett Pear*



# Tehama County Shown By Dotted Lines

